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## LG Electronics a Sponsor of ETC

Friday, May 02, 2008; Posted: 10:22 PM

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YONKERS, N.Y., May 02, 2008 (ASCRIBE NEWS via COMTEX) -- LGEPF | news | PowerRating | PR Charts -- The University of Southern California (USC) Entertainment Technology Center (ETC), a non-profit consortium that brings together entertainment and consumer electronics companies to evaluate future technologies, announced that LG Electronics, a provider of consumer electronics, mobile communications and home appliances, has joined ETC as an Anytime/Anywhere Content Lab (AACL) sponsor.

The AACL will showcase a wide spectrum of products, services and technologies in action. The lab will use these tools to examine the technological and sociological implications of providing content to consumers who desire it at anytime, on any device, and anywhere they happen to be. As a member of the Technical Advisory Board, LG Electronics will help ETC identify emerging trends and structure technology projects related to emerging paradigms in content production, distribution and consumption.

We are excited to be active participants in the Anytime Anywhere Content Lab which allows us to better understand and deliver more consumer-friendly and higher value products and services for our customers, said Nandhu Nandhakumar, SVP Advanced Technology, for LG Electronics.

The ETC has the advantage of being part of the University of Southern California, which allows it to generate information and feedback from next-generation consumers, students ages 18-24. The ETC also [benefits](#) from the high level of involvement of the major studios located in neighboring Hollywood. The ETC provides a forum for exchanging information and jointly developing interoperability solutions, allowing sponsors to join forces to reach consumers in new and improved ways.

[Sharing information](#) is invaluable, said ETC executive director, David Wertheimer. LG brings with it great products and innovative experience. Together, we are helping build the anytime/anywhere technologies of the future.

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